

E-newsletters Manager

The E-newsletters manager's primary responsibility is to prepare content for and distribute The Shorthorn's daily e-newsletters to subscribers. This person also distributes Shorthorn content to relevant external e-newsletters. The E-newsletter manager reports to the Digital Managing Editor.

Specific responsibilities include:

- Writes summaries for all daily stories, multimedia and other items to highlight in The Shorthorn's daily e-newsletter, produced Sunday through Thursday in early evening for distribution the following mornings.
- Selects and writes summaries (as needed) for stories, multimedia and other items to highlight in The Shorthorn's weekly e-newsletter, distributed as determined by editors at start of semesters. Content in this e-newsletter focuses on the week and weekend in review and should be selected in consultation with the Digital Managing Editor.
- Distribute breaking news and other alerts via the subscriber list as determined necessary by the editor in chief or Digital Managing Editor.
- Collaborate with the Student Publications Marketing Team to market the e-newsletter.
- Continue development of contact list, information sheet for other campus e-newsletters, Facebook pages, etc., that can be used to promote Shorthorn content. (Must make five new contacts each week)
- Weekly, send Shorthorn content links to other e-newsletters, etc., following guidelines for each.
- Work as needed with Production and other marketing staff to produce marketing materials (i.e., house ads, fliers, etc.) promoting Shorthorn e-newsletters.
- Research and understand strengths and proper use of newsletter use, content and design to continue development of e-newsletter tools.
- Other responsibilities as needed.

Additional qualifications

- Strong writing and editing skills.
- Journalism or communications background preferred.
- Successful completion of a news judgment exercise, administered during interview.

Compensation is outlined in the semester's pay plan.